A brave team take on the 947 Cycle Challenge to save some souls

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On Sunday 17 November, a very special group of men and women braved the blazing heat and daunting wind at the Discovery 947 Cycle Challenge in support of a very good cause.

The SOS charity fund, administered by DWR Distribution, has been able to step in and lend a helping hand to people in the entertainment industry in times of difficulty. A team of thirty cyclists dedicated their ride to the SOS, with the goal of raising R100,000 for the charity.

“Over the past three years, the SOS has been able to reach out to members of our industry community during times of grief, illness and loss,” explains Duncan Riley of DWR. “We have been able to make small but important gestures that make a real difference in people’s lives, which we would not be able to do without support from our colleagues in the industry. The money raised will go a long way to ensure that we

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are able to keep up this great initiative."

Marlene Riley, who served as project manager on the initiative, adds "We had such an amazing team riding this year. I am proud to have been part of this incredible initiative and ride alongside people from our industry helping to make a difference and dedicating their time and effort, from joining in the fun of group training rides leading up to race day, to giving it everything they've got on race day. I take my hat off to those who took on the challenge for the very first time and finishing, what an incredible achievement."

A number of the SOS riding group are seasoned cyclists, and instead of aiming to simply complete the ride, they challenged themselves to the "double loop" in which athletes ride the race twice – some 1,894 kilometres in total. Some of the team members, including Bruce, Duncan and Sherryn Riley, as well as Dylan Jones, Tyler Pugin, Eazy Moeketsi, Shannon De Vernon and Jaco Beukes took on the challenge for the very first time, with very little experience under their belts. We are, however, pleased to report that every member of the team managed to finish – an enormous accomplishment in itself. "It was an enormous challenge," says Dylan Jones of DWR, "but all of the training and preparation paid off and I am really proud of what I have achieved."

DWR would like to thank each and every member of the team that rode the 947 Cycle Challenge for the SOS, as well as all the supporters that donated so generously to our rider's cause. While the race is over and the legs are healing, the opportunity to help the SOS 947 Cycle Challenge team reach their target remains open. For more information about how to donate, please follow the link https://www.backabuddy.co.za/charity/profile/sos-charity-fund

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